

Title: SYSTEM AND METHOD FOR AUTOMATED
OPTIMIZATION OF SEARCH RESULT RELEVANCE
Inventors: Eric B. Watson; Oliver Hurst-Hiller
Express Mail No.: EL 974 021 815 US
Docket No.: MSFT121738

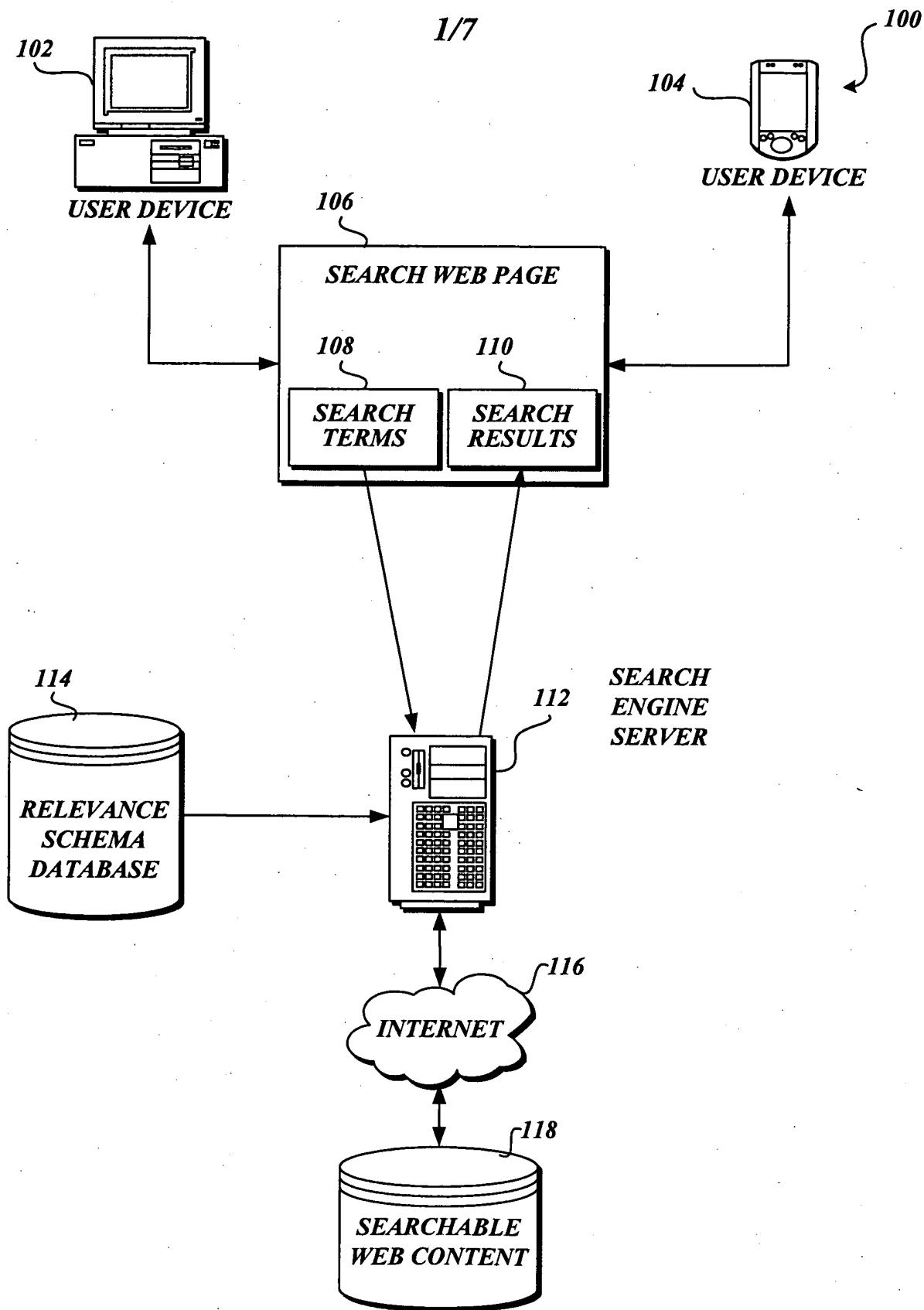


Fig.1.

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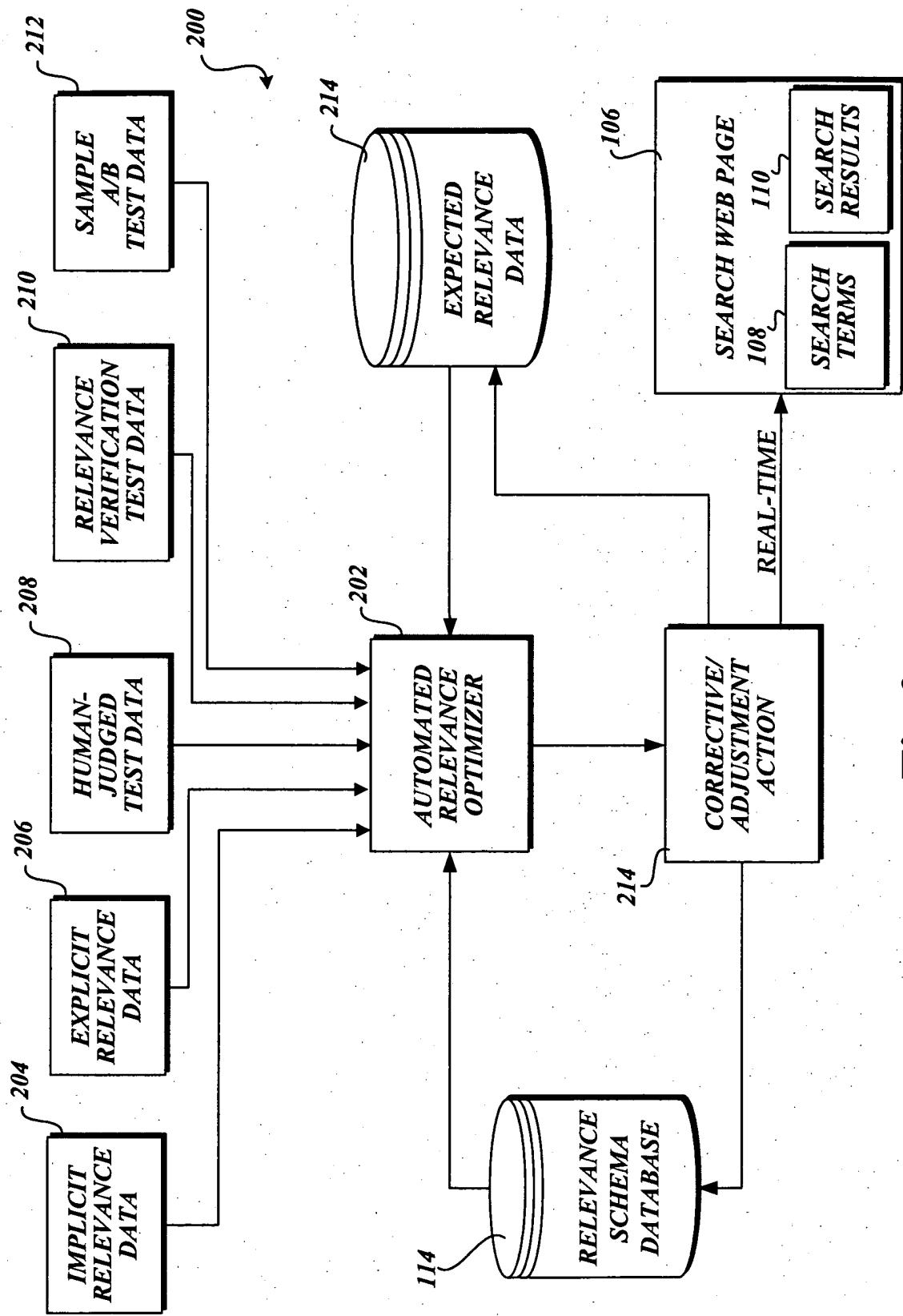


Fig.2.

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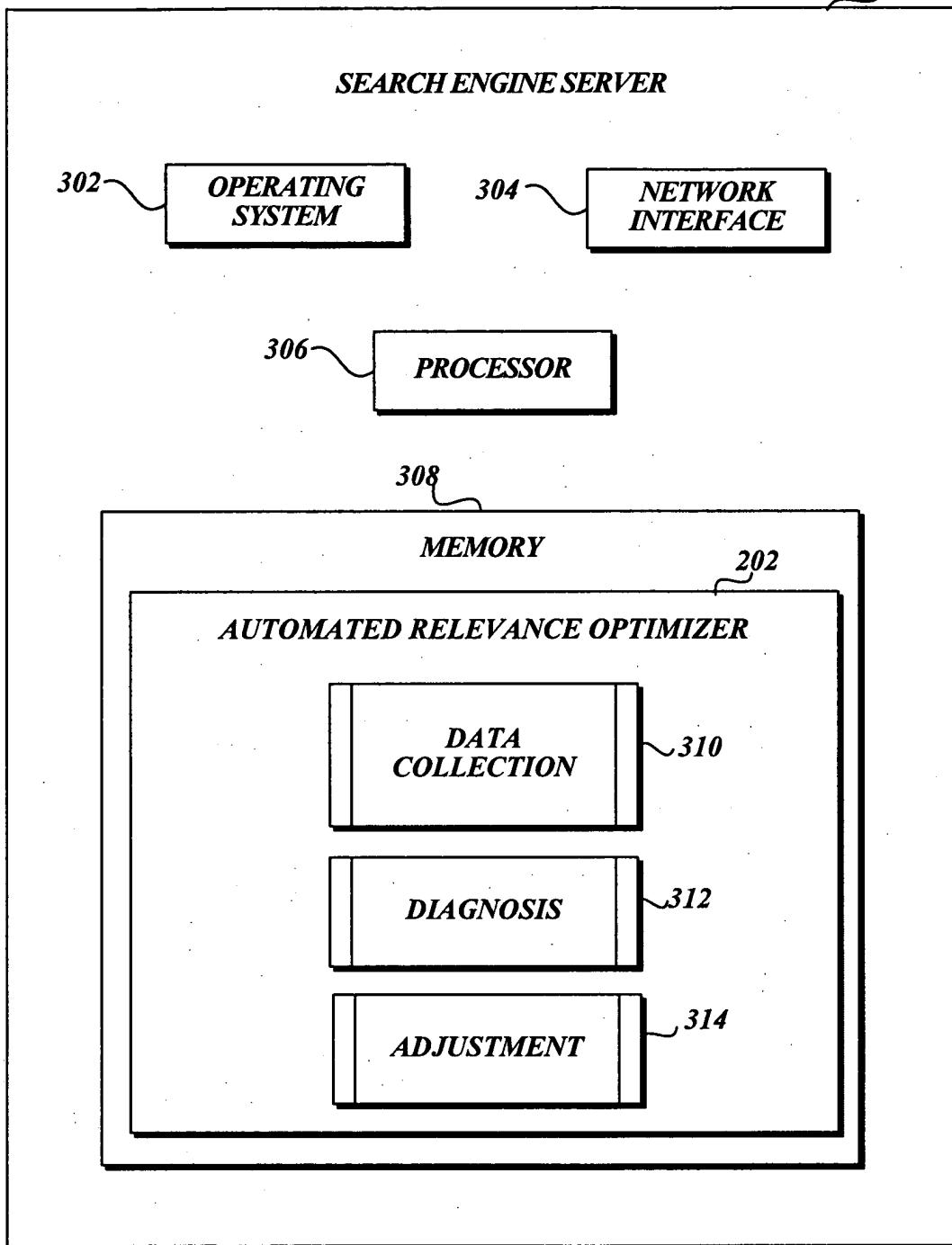


Fig.3.

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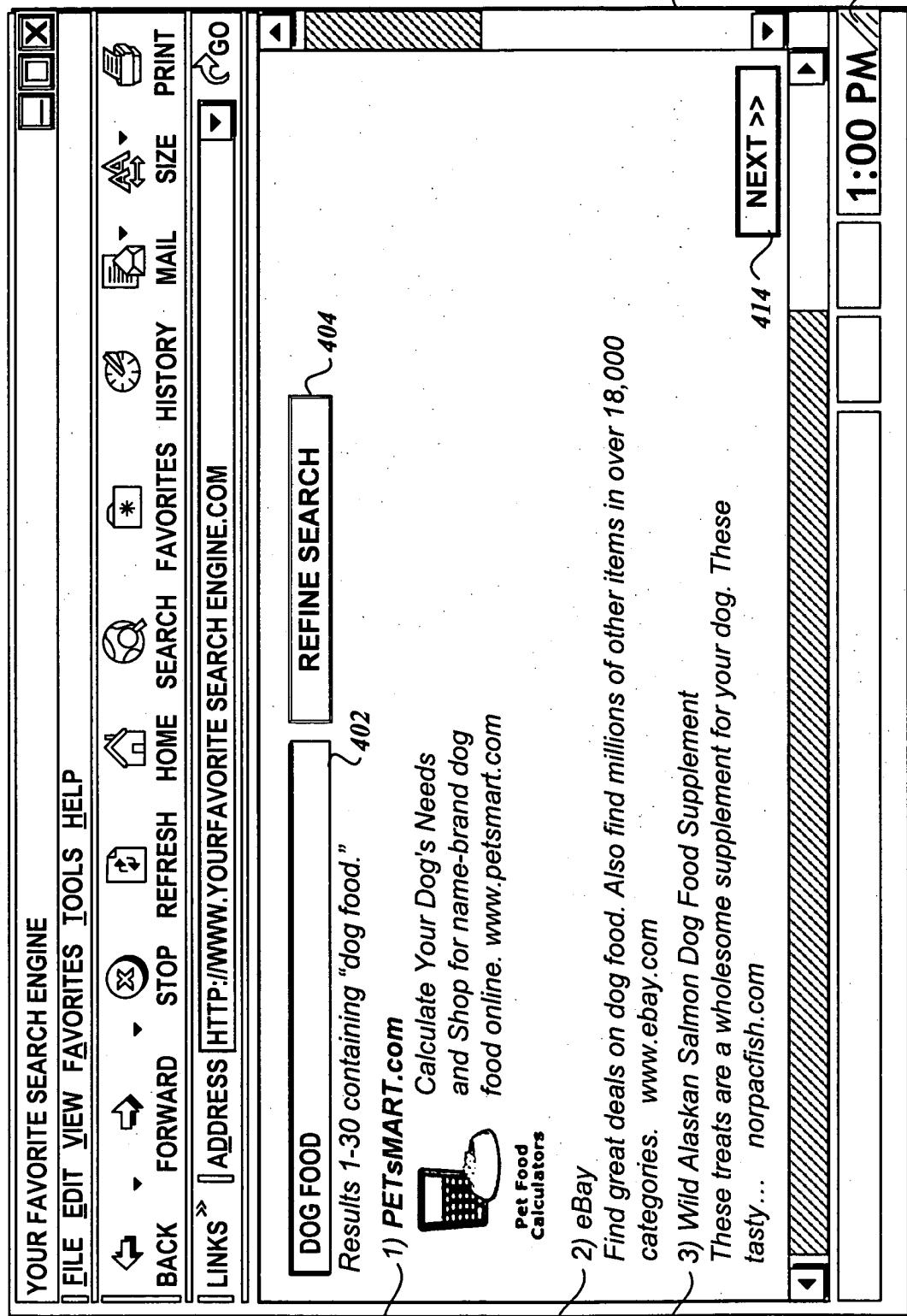


Fig.4A.

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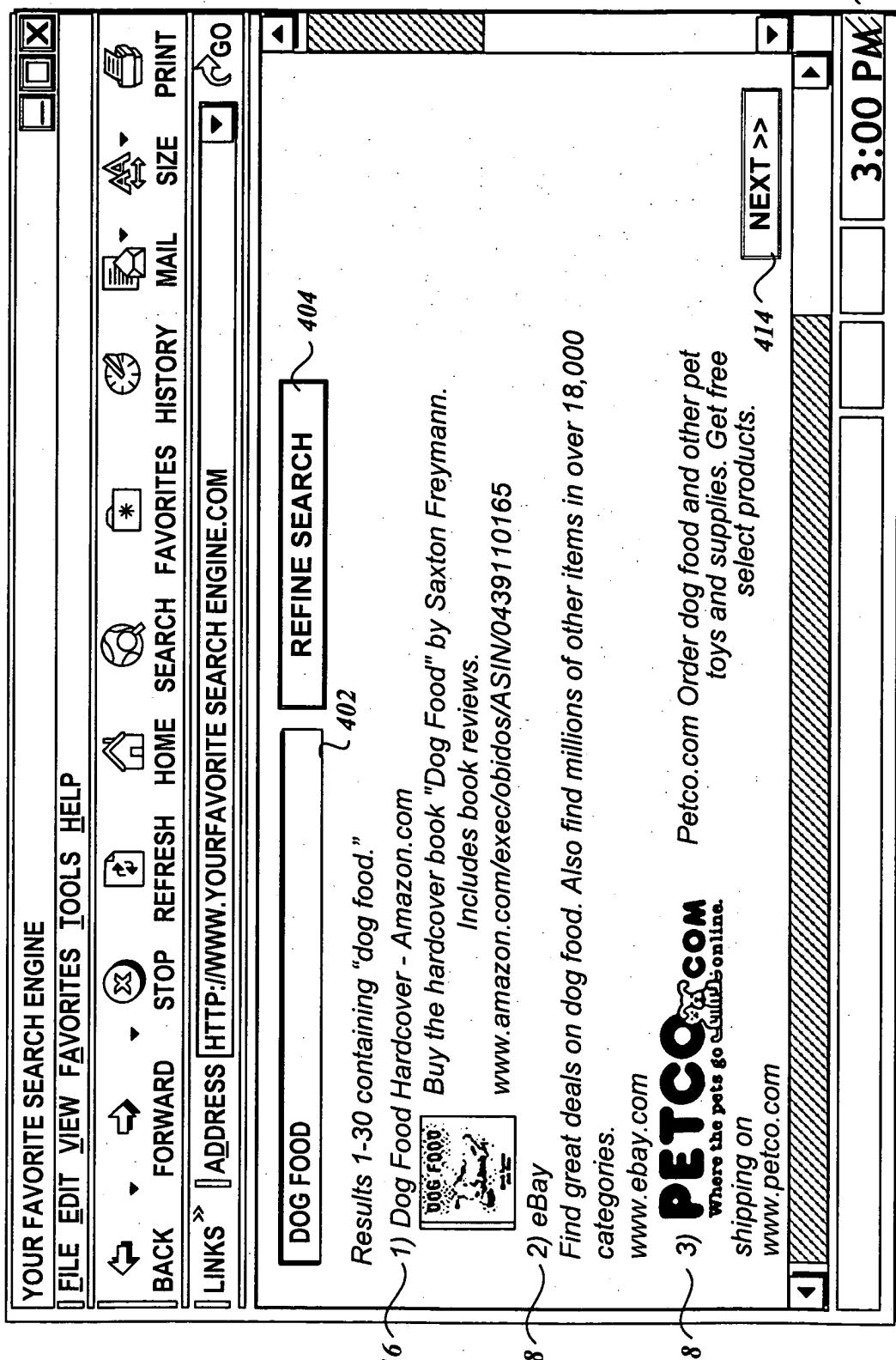


Fig. 4B.

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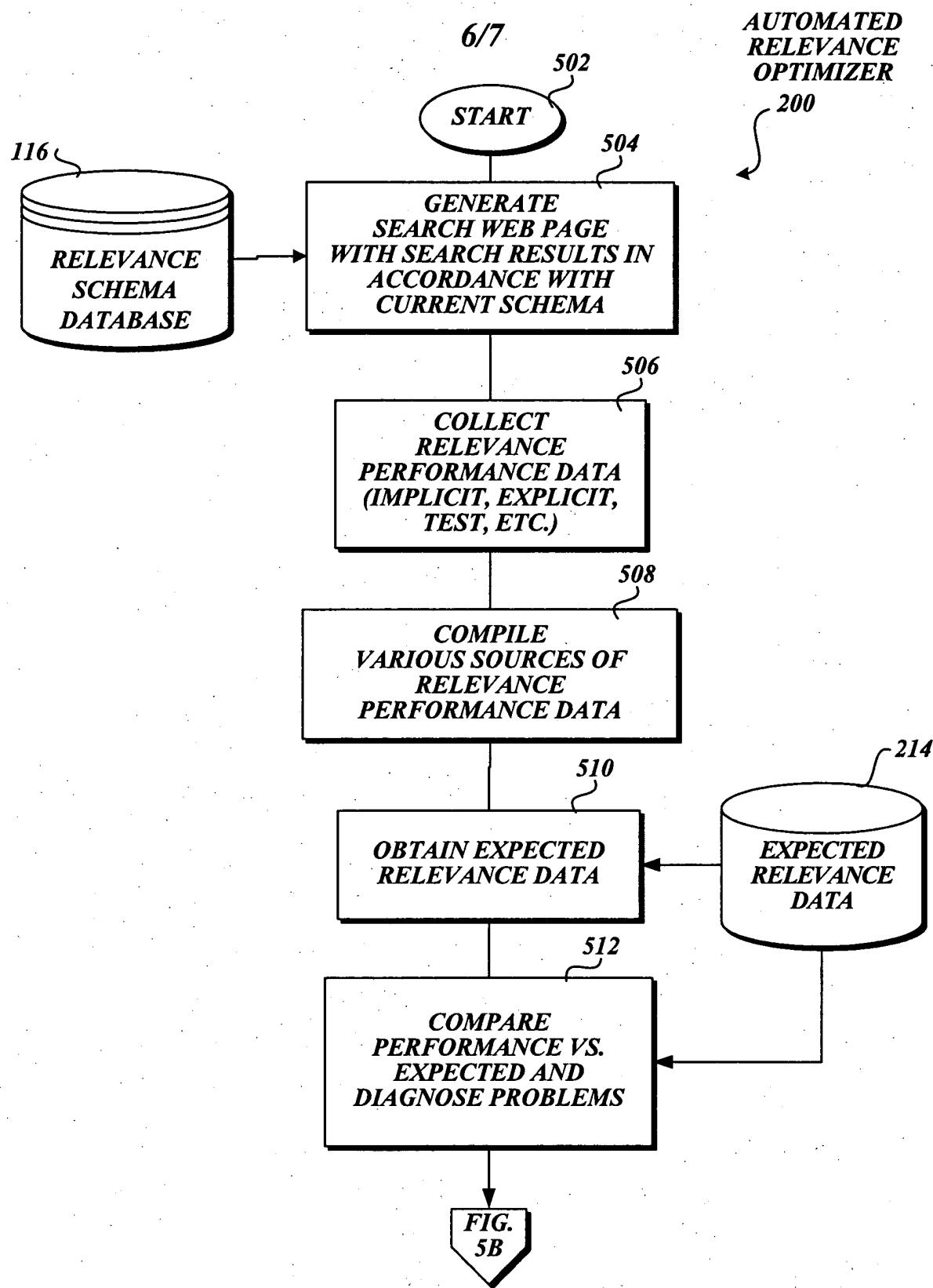


Fig.5A.

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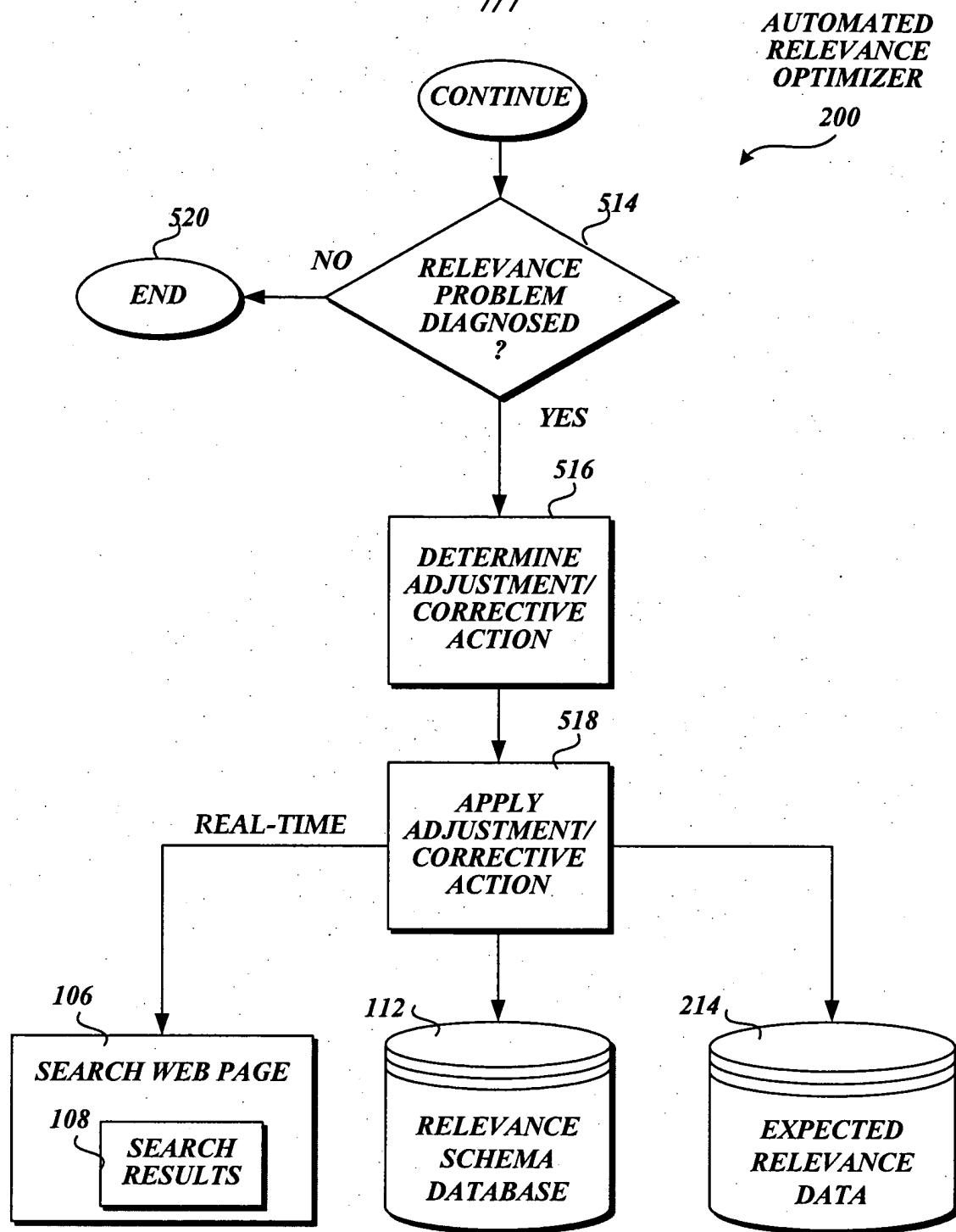


Fig.5B.